

MAR 10 1941

File

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: For your convenience events are repeated until they take place. New events, last-minute changes and revisions are added each week as soon as scheduled.

TODAY (Friday, Mar. 7) IN NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Mar. 7 11:30 A.M.	NEW SPRING COLLECTION IN NEW SALON	CHEZ NINON	785-5TH AVE.
Press preview. Marks opening of Chez Ninon's new salon and first showing of new Spring Collection designed by Jean Schlumberger. Publicity: Eleanor Lambert, PL. 5-8580.			
✓ Mar. 7 3:00 P.M.	GOGO SCHIAPARELLI WEDDING	MRS. OTTAVIO PROCHET	HAMPSHIRE HOUSE
By invitation only. Simultaneously, Bonwit Teller will introduce Gogo Schiaparelli trousseau fashions (from Horwitz & Duberman). Out-of-town stores wanting newsy bridal promotion contact: Jack Horwitz, LO. 5-7440.			
✓ Mar. 7 4-6:00 P.M.	HAT EXHIBITION	BROOKLYN MUSEUM	EASTERN PARKWAY AT FLATBUSH AVE.
International collection of hats and headgear through the ages. <u>New</u> hats by Sally Victor, illustrating use of museum pieces as source material for modern design. Press preview by invitation only. Open to public from Mar. 8. Publicity: NE. 8-5000.			
✓ Mar. 7 4-6:00 P.M.	LAST MINUTE "ECHOES" IN SCARFS AND TURBANS	EDGAR C. HYMAN	485-5TH AVE.
High-spot: Press preview of new Vyvyan Donner Fox Movietone Fashion Short. Proving that even scarf motifs reflect the news headlines of the day. Publicity: Miss Ellison, MU. 2-5430.			
✓ Mar. 7 4-6:00 P.M.	CHILDREN'S FASHIONS AT "BUNDLES FOR BRITAIN" TEA	COTTON BOARD OF MANCHESTER, ENGLAND	RAINBOW ROOM 30 ROCK. PLAZA
Tea-time review of children's British cotton fashions. Proceeds to "Bundles for Britain". Participating American children's wear manufacturers: Callahan & Cohen, Trude Little, Park Dress House, Totsy Togs, Bevy Modes, L. Dick, Joseph Love, Kaufman Bros., and Mariska Karasz, custom-dressmaker. Mannequins: British refugee children. Fashion commentator, Betty Green, Parents' Magazine. Open to public. Admission: \$1.00. Publicity: Stanley Brown, MU. 5-0215 or "Bundles for Britain", PL. 3-1877.			
✓ Mar. 7 5:15 P.M.	RADIO ADDRESS: "YOUTH AND FASHION"	MRS. BETSY BLACKWELL EDITOR, MADEMOISELLE	STATION WQXR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Mar. 9 3-5:00 P.M.	OPEN HOUSE IN THE PICTURE COLLECTION	NEW YORK PUBLIC LIBRARY	42ND & 5TH AVE.

By invitation only. Invitations issued from ST. 3-3645, (before noon only). Guests requested to use 42nd Street entrance.

WEEK BEGINNING MARCH 10TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>WHERE</u>
Mar. 10	SUMMER OPENINGS OF FOGA HOUSES	INDIVIDUAL SHOWROOMS

✓ Mar. 10	ELFREDA, INC.	498-7TH AVE.
	HORWITZ & DUBERMAN	498-7TH AVE.
	MARCUS, E.N., & CO.	1400 BROADWAY
	MIL-JAY, INC.	530-7TH AVE.
	MILMONT GOWNS, INC.	530-7TH AVE.
	PIERROT DRESS CO.	498-7TH AVE.
	SILVER DRESSES, INC.	1400 BROADWAY
	TROY, HANNAH, INC.	530-7TH AVE.

✓ Mar. 11	ALTMARK, MILTON, INC.	530-7TH AVE.
	ARKAY JUNIOR FROCKS	498-7TH AVE.
	CAPRI FROCKS, INC.	1372 BROADWAY
	CASINO DRESSES, INC.	530-7TH AVE.
	DUKE, ANNA & CO.	498-7TH AVE.
	HALPERT, JOSEPH, INC.	530-7TH AVE.
	HERBERT, MYRON, INC.	530-7TH AVE.
	JUNIOR FORMALS, INC.	498-7TH AVE.
	JUNIOR LEAGUE FROCKS, INC.	1372 BROADWAY
	KAPLAN & GRABOIS, INC.	498-7TH AVE.
	KAPLAN & WASSNER, INC.	1400 BROADWAY ✓
	MAIRELL JUNIOR MISS	530-7TH AVE.
	MARGOT DRESSES, INC.	498-7TH AVE.
	MONTEIL, GERMAINE, INC.	36 WEST 47TH
	PARNES, PAUL, INC.	498-7TH AVE.
	PARNIS, JERRY, INC.	530-7TH AVE.
	RENTNER-LEONARD, INC.	498-7TH AVE.
	RUDOLF GOWNS, INC.	530-7TH AVE.
	SCHWADE, WILLIAM, INC.	530-7TH AVE.
	WESTHEIM, DAVID S., CORP.	1400 BROADWAY
	LENKOWSKY DRESSES, INC.	550-7TH AVE.

✓ Mar. 12	MILLER, CHARLES, INC.	498-7TH AVE.
	ARMOUR, CHARLES, INC.	498-7TH AVE.
	KONDAZIAN, CHARLES	37 WEST 47TH
	MARY LEE, INC.	498-7TH AVE.
	PATTULLO, INC.	498-7TH AVE.
	REIG, BEN, INC.	498-7TH AVE.

✓ Mar. 13	PARNIS-LEVINSON, INC.	530-7TH AVE.
	BARRACK, ROSE, INC.	530-7TH AVE.
	FOX-BROWNIE, INC.	498-7TH AVE.
	RENTNER, IRA & MILLER, INC.	498-7TH AVE.
	SONDHEIM, HERBERT, INC.	530-7TH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
SUMMER OPENINGS OF FOGA HOUSES (continued)			INDIVIDUAL SHOWROOMS

✓ Mar. 14	KASS, SAMUEL, GOWNS, INC. REN-ETA GOWNS, INC.	498-7TH AVE. 498-7TH AVE.
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✓ Mar. 17	APPEL, BERNARD, INC. BAGRO GOWNS, INC. BASS, WILLIAM, DRESS CORP. PICKWICK DRESS CO., INC.	1401 BROADWAY 530-7TH AVE. 530-7TH AVE. 1400 BROADWAY
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✓ Mar. 18	BABS JUNIOR, INC. BLOTTA & CONTI, INC. MILGRIM RUFFOLO BROS., INC. TAYLOR, JANET, INC.	1375 BROADWAY 498-7TH AVE. 6 WEST 57TH ST. 31 WEST 47TH ST. 498-7TH AVE.
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✓ Mar. 10 12:15 & 3:30 P.M.	FASHION SHOW OF "SACSON" DRESSES	GIMBEL BROS. COTTON SHOP	BROADWAY AT 33RD ST.
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Two-a-day fashion show of Sacson dresses featuring Town and Country Costumes and Work and Play Clothes for the Career Girl. Open to public. Publicity: Helen Authier, PE. 6-5100.

✓ Mar. 10 2:30 P.M.	SPRING DESIGN STUDIO ORIGINALS	MILGRIM	6 WEST 57TH ST.
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Press preview. Milgrim Design Studio Spring Originals for Custom Order. Opens to public Mar. 11, 2:30 P.M. Publicity: Martin Kahn, CI. 7-7200.

✓ Mar. 10 4:30 P.M.	SPRING MILLINERY FASHION SHOW	ARNOLD CONSTABLE MILLINERY SALON	5TH AVE. AT 40TH 4TH FLOOR
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Introducing to Press and public, newest hat designs of Miss Frances Hodges, assisted by Miss Ainslee of Charles of the Ritz. Together they will demonstrate tie-up between hat-colors and make-up. Publicity: Anne Albee, CA. 5-2300.

✓ Mar. 10 5:30 P.M.	SPRING MILLINERY PRESS PREVIEW	LORD & TAYLOR	5TH AVE. AT 38TH 3RD FLOOR
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Press only. Publicity: Bernice Maguire, WI. 7-3300.

✓ Mar. 10 8:30 P.M.	LECTURE ON THEATRE COSTUMES IN BALI	MUSEUM OF COSTUME ART	630-5TH AVE.
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Second lecture of series. Speaker: Donald Oenslager. Free to members. Admission to public, \$1. CI. 7-2431.

✓ Mar. 10	FIRST SHOWING OF TRUMAN BAILEY'S LOUISIANA FASHIONS
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Summer merchandising promotion. Authentic Louisiana fashions developed by Truman Bailey in specially designed Everfast fabrics. Participating manufacturers: Horwitz & Duberman; Pollack, Smith & Robins; Young America Dance Frocks; American Deb; Beaumart; Lord's Sportwear; Castlecliff Jewelry; Betmar Hats; Friedman-Lobel Handbags; Singer-Cohen Dress Accessories. Fashions on display in individual showrooms beginning March 10.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Mar. 10	SUMMER SPORTSWEAR OPENINGS		INDIVIDUAL SHOWROOMS
✓ Mar. 10	DAVIDOW DAVID GOODSTEIN	550-7TH AVE. 550-7TH AVE.	
✓ Mar. 11	ADLER & ADLER ZOLTAN ROSENBERG	550-7TH AVE. 550-7TH AVE.	
✓ Mar. 13	CHARLES NUDELMAN	550-7TH AVE.	
✓ Mar. 11 10:30 A.M. 2:30 P.M.	PRIVATE EXHIBITION SPRING ORIGINALS	STEIN & BLAINE	13-15 WEST 57TH ST.
	Stein & Blaine will present their new Spring Originals, custom-made and ready-to-wear, at two special previews for the Fashion Press and Stein & Blaine customers. Publicity: Kay Merrill, PL. 3-6180.		
✓ Mar. 11 1:00 P.M. Luncheon	MACY LUNCHEON FASHION REVUE	RITZ CARLTON OVAL ROOM	45TH AND MADISON AVE.
	Spring fashions from Macy's Little Shops. Like all Ritz "Tuesday Lunch-eons", open to public. Publicity: Kay Inglis Jones, CH. 4-2000.		
✓ Mar. 11 3:00 P.M.	PREMIER SHOWING SPECIALTY SHOP COLLECTION	M. SKLAR	17 EAST 48TH ST.
	Spring collection of gowns, suits, coats, furs and ensembles featuring first American originals by Bartalen, formerly of Paris and London. Showing daily thereafter. Publicity: WI. 2-9533.		
✓ Mar. 11 4:00 P.M.	ROSE PARADE PRINT DRESS PROMOTION	MAYFLOWER DRESSES	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Neatest trick of the week! Mayflower Dresses in Ameritex rose prints copied from 1941's outstanding roses. Each dress will bear a tag for customer to mail in to Jackson & Perkins, rose growers, in exchange for actual rose bush. Feature print, "Rose Bampton", named for opera star who will appear at Rainbow Room party on Mar. 11th, and at Arnold Constable on Mar. 17th, timed to tie in with the opening of International Flower Show. Publicity: Trinity Associates, MU. 2-2523.		
✓ Mar. 11 5-6:00 P.M.	PRESS PREVIEW OF "PAINTINGS TO WEAR"	SAKS 5TH AVENUE	5TH AVENUE AT 50TH ST.
	Preview, by invitation only, to Art Editors and Fashion Press. Exciting collection of scarfs, called "Paintings to Wear", designed by Count René Bouet Willaumez. Publicity: Dorothy Harness, PL. 3-4000.		
✓ Mar. 12 10:30- 12 Noon	DELMAN SPRING SHOE COLLECTION	DELMAN, INC.	DELMAN SHOE SALON 754 FIFTH AVENUE
	Press preview. Publicity: Viola Shefer, PL. 3-2116		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Mar. 12, 13 & 14th, 2:30 P.M.	8TH ANNUAL "5 & 10" PACKAGING SHOW AND CONFERENCE		HOTEL ASTOR B'WAY AT 45TH ST.
	Mar. 12 Panel discussion on packaging by 4 chain store buyers.		
	Mar. 13 Address on "Transparent Packaging", etc.		
	Mar. 14 Address on "Shipping '5 & 10' Merchandise", etc.		
	Publicity: Syndicate Store Merchandiser, Mr. Martin, MU. 3-5362.		
✓ Mar. 12 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	MAINBOCHER	6 EAST 57TH ST.
	Publicity: Eleanor Lambert, PL. 5-8580.		
✓ Mar. 13 12:30 Luncheon	SAKS 5TH AVE. BRIDAL FASHION SHOW	BILTMORE HOTEL	VANDERBILT AVE. AT 43RD
	Bridal fashions within every girl's reach. Publ. Miss Harness, PL. 3-4000.		
✓ Mar. 13	PUBLICATION DATE OF CORSET SELLING MANUAL	WOMEN'S WEAR DAILY	8 EAST 13TH ST.
	Special feature section of March 13th Women's Wear will contain "Sales Training for Corset Selling" - a complete corset sales training manual by Zelma Bendure. Extra copies for sales personnel must be ordered in advance of publication date.		
✓ Mar. 14 3 & 5:00 P.M.	TWO GALA PREVIEWS- B.A.A.C. PRINTS	B.A.A.C. TEXTILE DIVISION	SHERRY NETHERLANDS, 5TH AVE. & 59TH ST.
	At 3:00 P.M., press preview of spring and summer dresses, playclothes, negligees, blouses and accessories in B.A.A.C. "British Symbol" prints. (19 licensees and all details in last week's FASHION CALENDAR) At 5:00 P.M., "Dress for Britain" cocktail party, open to public at \$1. Débutantes will model fashions. Store promotions "break" on Mar. 17, beginning of "British Aid Week." Publicity: Philip Schuyler, MU. 3-4383.		
✓ Mar. 14 5-7:00 P.M.	INTRODUCING JAEGER'S CLASSIC WARDROBE	JAEGER OF LONDON AND NEW YORK	ST. REGIS HOTEL PENTHOUSE
	Press preview. Publicity: Alice Dowd, CI. 7-2680.		
✓ Mar. 14 5:15 P.M.	RADIO ADDRESS: "FASHION MAKES HEADLINES"	MR. CHRISTIAN JUNGST PRES. COIFFURE GUILD	STATION WQXR
✓ Mar. 15 Evening	BENEFIT BALL AND "FASHIONS WITH A FUTURE"	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN, 825-8TH AVE.
	All-star show and mammoth Charity Revue, "Fashions With a Future", featuring fashions and accessories. 25 participating exhibitors. Fashion commentator: Ann Lawren (Mrs. William Loweth). Publicity: Henry Zeltner, AL. 4-8300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 17-22 12 Noon to 10:30 P.M.	OPENING OF INTERNATIONAL FLOWER SHOW	GRAND CENTRAL PALACE	480 LEXINGTON AVE.

Simultaneously, Arnold Constable will launch "Rose Parade Print" promotion of Mayflower Dresses in Ameritex fabrics, tie-ing in with opening of Flower Show. Rose Hampton, opera star, for whom featured rose was named will make personal appearance at store, March 17th. Beginning Mar. 18th, Flower Show opens at 10:A.M. daily. Flower Show Publicity: Helen Webber, PL. 5-0478.

Mar. 17-29 AMERICAN TOY FAIR

Toy manufacturers will exhibit in the permanent showrooms of the Toy Fair, 200-5th Ave., and at the McAlpin Hotel, all week.

Mar. 17 8:30 P.M.	LECTURE ON COSTUME IN MOVEMENT	MUSEUM OF COSTUME ART	630-5TH AVE.
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Third in third annual series of lectures with demonstrations. Speech by dancer, Martha Graham. Free to members, open to public at \$1.

Mar. 18 1:00 P.M. Luncheon	CHAPIN NURSERY BENEFIT AND FASHION SHOW	ALICE CHAPIN ADOPTION NURSERY	ST. REGIS HOTEL VIENNESE ROOF
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Annual luncheon fashion show, "Boutonnaire of Spring Fashions". Exhibitors: Bonwit Teller, Saks 5th Avenue, Tailored Woman, Henri Bendel. Open to public. Admission, \$5. Proceeds to Alice Chapin Adoption Nursery. Publicity: Miss Schneiderwind, CH. 2-0830.

Mar. 18 1:15 Luncheon	ALTMAN LUNCHEON FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 45 ST.
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Easter Promenade. Fashion Show at 1:40 P.M. Publ. Faith Willcox, MU. 9-7000.

Mar. 18 3:00 P.M.	SPRING FASHION SHOW "RIGHT DRESS, 1941!"	ABRAHAM & STRAUS	ST. GEORGE HOTEL 51 CLARK ST. B'KLYN
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Annual spring fashion show for benefit of School Settlement Association. Open to public. Admission: \$1. Publicity: Miss Schneider, TR. 5-7200.

Mar. 19 2:30 P.M.	SPRING FASHION SHOW	FRANKLIN SIMON	GREENWICH SHOP (via Grand Central)
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Promenade of Spring fashions. Open to public. Publicity: Miss Hillebrand - WI. 7-9600.

Mar. 20 12:30	SAKS 5TH AVE. BRIDAL FASHIONS	PLAZA HOTEL, PERSIAN AND TERRACE ROOMS	5TH AVE. & 59TH ST.
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Revue of spring bridal fashions, featuring Saks Originals. Publicity: Miss Harness, PL. 3-4000.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Mar. 20 2:30 and 6:00 P.M.	STORE-WIDE SPRING FASHION SHOW	OPPENHEIM-COLLINS	35 WEST 34TH ST.
	New spring fashions will be shown twice, at 2:30 and 6:00 P.M., with screen stars and other celebrities in attendance. Publicity: Peg Read, WI. 7-8200. <i>Sara Ganod will be in hand, also, to color type costumes according to their harmonies.</i>		
✓ Mar. 21 5:15 P.M.	RADIO ADDRESS: "THE PERFECT COLOR"	MRS. E. BURRIS-MEYER SCHOOL FOR FASHION CAREERS	STATION WQXR
✓ Mar. 23-29	NATIONAL SPRING MILLINERY OPENINGS (RETAIL STORES)		
	New York stores will feature spring millinery importantly in windows, tying in with National Spring Millinery Week. For suggestions contact: Milln'y Stab. Comm., Joseph Lipshie, CH. 4-6547.		
✓ Mar. 24 8:30 P.M.	LECTURE ON SPANISH FOLK ART IN THE NEW WORLD	MUSEUM OF COSTUME ART	630-5TH AVE.
	Speaker: Isabel de Palencia. Free to members. Open to public, \$1.		
✓ Mar. 25 1:15 Luncheon	STEIN & BLAINE FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 45TH
	Custom-Made Collection of spring fashions. Publ. Kay Merrill, PL. 3-6180.		
✓ Closing Mar. 26	FRENCH ART EXHIBIT 1800-1900	METROPOLITAN MUSEUM	5TH AVE. AT 82ND ST.
	Full of ideas for fashion designers. Exhibit of prints, portraits and costumes of France, from 1800 to 1900. Open Wed. until 10:00 P.M.		
✓ Mar. 27 2:30 & 6:30 P.M.	"HALF-PINT" FASHION SHOW	OPPENHEIM-COLLINS	35 WEST 34TH ST. 2ND FLOOR
	Peewee-sized customers will model new spring fashions from the "Half-Pint" Shop. Judy Garland, "half-pint" movie-star, may be among those present. Publicity: Peg Read, WI. 7-8200.		
✓ Night of Mar. 28	FIGURE-SKATING CARNIVAL PREMIERE	THE CARROLL CLUB	MADISON SQUARE GARDEN
	8th annual Figure Skating Carnival, of the Skating Club of New York, Colorfully costumed. Tickets, \$2 to \$8.50 at Bonwit Teller, 721 5th Ave. <i>EL 5-6800</i>		
✓ Apr. 1 1:15 Luncheon	LORD & TAYLOR'S DESIGNERS' SHOP FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 45TH
✓ Apr. 3 1:00 Luncheon	LUNCHEON FASHION SHOW	R. H. MACY	PERSIAN ROOM, HOTEL PLAZA
	Spring fashions from Macy's Little Shop. Publ. Kay Inglis Jones, CH. 4-2000.		

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Burden-Littel Entertainment 7-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Apr. 5	"YOUNGER CROWD" FASHION REVIEW (time in later issue)	LORD & TAYLOR	5TH AVE. AT 38TH ST. 6TH FLOOR
✓ Apr. 8 1:15 P.M. Luncheon	LUNCHEON FASHION SHOW NICOLE DE PARIS HATS	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 45TH
✓ Apr. 10 6:00 P.M.	BRIDAL TROUSSEaux FASHION SHOW	OPPENHEIM-COLLINS	35 WEST 34TH ST. 2ND FLOOR
	Press and public. Publicity: Peg Read, WI. 7-8200.		
✓ Apr. 12- May 10	OPENING OF SPRING RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA, L.I.
✓ Apr. 12- 26	SPRING OPENING & EXHIBIT NEW PACKARD CARS	PACKARD MOTORS SALON	1861 BROADWAY
	Style-conscious Packard Motor Cars will adopt the theme "Nature's Color Symphony" for their Spring Opening. (Car-colors planned accordingly. 5th Avenue Specialty Shops will stage tie-in fashion shows. Details in later issue. Publicity: Claire A. Wolff, LO. 5-5978.		
✓ Apr. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	MRS. ISELIN'S GENEROSITY THRIFT SHOP	WALDORF ASTORIA, GRAND BALLROOM
	6 or 7 of New York's leading specialty shops will cooperate in a fashion show for the benefit of the "Generosity Thrift Shop". Details in later issue of FASHION CALENDAR.		
✓ Apr. 16 Evening	CINDERELLA BALL	NAT'L. ASSOCIATION OF DAY NURSERIES	WALDORF ASTORIA, GRAND BALLROOM
	Uptown Retail Guild Shops may each dress one Cinderella for the Ball. Note Cinderella's slippers! Publicity: Mrs. Blanche Mahler, GR. 5-3310.		
✓ Apr. 22 1:15 P.M. Luncheon	CHEZ ROSETTE LUNCHEON FASHION SHOW	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 45.
	Mrs. Pleasant Pennington's review of summer fashions. Publ. PL. 8-2460.		
✓ Apr. 26 Evening	"ZIEGFELD GIRLS" BALL AND FASHION SHOW	ZIEGFELD CLUB, INC.	WALDORF ASTORIA, GRAND BALLROOM
	Spotlighting "Follies Girls" and fashions of the Ziegfeld era. Staged by Ned Wayburn. Part of proceeds to British War Relief. Publicity: Ned Wayburn, BR. 9-1133.		
✓ Apr. 29 1:00 P.M.	"DESIGN AWARD" LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA, PARK AVE. AT 50TH
	4th annual "Design Award" Luncheon at which Lord & Taylor recognizes the genius of American designers. Publicity: Bernice Maguire, WI. 7-3300.		

IMPORTANT FIRST NIGHTS IN THE THEATRE

Mar. 11	THE DOCTOR'S DILEMMA	Shubert Theatre	225 West 44th St.
	Katharine Cornell, star and producer of George Bernard Shaw revival. Publicity: Francis Robinson, CI. 7-5152.		
Mar. 12	THEY WALK ALONE	Golden Theatre	252 West 45th St.
	Central character: a homicidal maniac. With Elsa Lanchester and Carol Goodner. Publicity: C. P. Greneker, CI. 6-9500.		
Mar. 13	FIVE ALARM WALTZ	The Playhouse	137 West 48th St.
	Comedy. Principal character said to be modeled after William Saroyan. Costumes by Helène Pons. Publ. J.D. Proctor, LO. 5-2690.		
Mar. 15	ISRAEL ORPHAN ASYLUM	Madison Square	825 8th Avenue
	BENEFIT	Garden	
	All-star show and fashion review. See page 5 for details. Publicity: Henry Zeltner, AL. 4-8300.		
Mar. 17	NATIVE SON	St. James Theatre	246 West 44th St.
	Dramatization of Richard Wright novel, staged by Orson Welles. Publicity: Richard Maney, WI. 7-6939.		
Mar. 20	MY FAIR LADIES	Hudson Theatre	141 West 44th St.
	Marcel Klauber-Arthur Jarrett comedy. Publicity: MU. 2-7930.		
Week of	YOUR LOVING SON	Little Theatre	West 44th St.
Mar. 24	Abby Merchant comedy. Publicity: Richard Maney, WI. 7-6939.		
Mar. 29	ONE ON THE HOUSE	Grand Ballroom, Waldorf Astoria	
	Harvard Hasty Pudding Club's 95th annual production. Tickets from Hasty Pudding Theatricals, 27 West 44th St.		
Apr. 1	WATCH ON THE RHINE	Martin Beck Theatre	302 West 45th St.
	New Lillian Hellman play. Publicity: Richard Maney, WI. 7-6939.		

HOLIDAYS AHEAD

Mar. 17	ST. PATRICK'S DAY
Mar. 20	BEGINNING OF SPRING
Apr. 1	APRIL FOOL'S DAY
Apr. 13	EASTER SUNDAY
Apr. 14	PAN-AMERICAN DAY
Apr. 27	DAYLIGHT SAVING BEGINS
May 11	MOTHER'S DAY
May 30	MEMORIAL DAY
June 14	FLAG DAY
June 15	FATHER'S DAY
June 21	FIRST DAY OF SUMMER

RED LETTER WEEKS

Mar. 3-8	NATIONAL DISPLAY WEEK
Mar. 12-16	GIRL SCOUT ANNIVERSARY WEEK
Mar. 23-29	NATIONAL SPRING MILLINERY WEEK
Mar. 29	BASEBALL WEEK
Apr. 21	NATIONAL FOOT HEALTH WEEK
Apr. 26	NATIONAL FISHERMEN'S WEEK
Apr. 27	NATIONAL BETTER HOMES WEEK
Apr. 28	NATIONAL BABY WEEK
May 10-17	NATIONAL GOLF WEEK
May 16-24	NATIONAL COTTON WEEK
May 24-31	NATIONAL TENNIS WEEK
